

INTERESTING GOSSIP OF BIRMINGHAM AUTOMOBILISTS

By CYLDE W. ENNIS

CULPEPPER EXUM, president of the city commission, has instructed George Bodeker, chief of police, to ascertain from other police departments what means are used to park automobiles in the business district in order that the situation here may be remedied along the most practical line. The protests recently made by the First avenue merchants which resulted in the north side of that avenue being cleared of standing cars, has caused a serious question to be agitated here by the merchants. They maintain that the city officials should see to it that a clear space is maintained in front of their places of business, because if the merchants personally attempt to enforce such a rule they will lose patronage thereby. The merchants have put the question squarely up to

PACKARDS FOR RENT

We sell the Packard, Hudson and Hupmobile.

CHAS. DENEGRE
SOUTHERN GARAGE
Phone Main 4116 1922 Ave. F.

the commissioners and therefore the matter is being studied carefully. In addition to the question of allowing automobiles to remain parked the commission are after information as to various traffic matters down town that are frequently before them for consideration. There is a growing belief among the commission that the wider sidewalks, thus creating a lesser width of streets, will call for more consideration for automobile and other traffic in the streets. Hence the commission wants information that is valuable from other cities where the questions involved have been studied and remedies suggested. In connection with the proposed traffic and parking rules the commission is looking forward with eagerness to the recommendations that are to be made shortly by automobile dealers of this city in connection with auto operations and drivers' license.

The entire subject is one of more than usual moment to the officials and others directly concerned and will be studied with great interest.

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ANOTHER UNUSUAL CADILLAC PERFORMANCE

Hubert Drennen yesterday related the following in reference to a Cadillac car, which started on the spark after ten weeks of storage:

"Recently comment was made that while the Cadillac was the first motor car to be equipped with an automatic electric starting device, it was generally regarded as the car that least needed such a device as it so frequently started by the spark. In this connection a typical incident was narrated in which a Cadillac started on the spark after being five weeks in transit on its way from Detroit to Vancouver, B. C., the charge of gas having been retained in the cylinder all that time."

"Now comes the Cadillac dealer at Winnipeg with a similar incident which puts the Vancouver story completely in the shade. Joseph McDonald of Winnipeg about to depart for England, decided to take his Cadillac with him and gave instructions for shipment. The car was drained and loaded December 10, its destination was for a steamer for the old country. Transportation was so slow, however, that before it arrived three boats had sailed from St. John's. Mr. McDonald, therefore, had to have it sent back to Winnipeg, as there would not be time enough for him to get any use out of the car while abroad. The Cadillac was caught at St. John's before it had been removed from the freight car and was returned to Winnipeg without being touched."

It arrived home and was unloaded February 20. Therefore it had remained in the freight car. Yet after unloading, it started on the spark and the Winnipeg dealer feels that he is therefore justified in claiming the record for this particular kind of Cadillac performance."

TO ARRANGE TRAFFIC CENSUS

Recognition of the fact that more information is needed in determining the proper type of construction for any given section of road, the National good roads board of the American Automobile association is convinced that proper steps should be taken in every state in the union to gather such data as will show the number, character and approximate weights of vehicles passing over the principal roads.

The failure of many roads to stand up under the traffic is due, not as many persons suppose, to inferior materials and workmanship, but to the lack of preliminary information as to the traffic the road was expected to stand. Consequently roads have been built which would have lasted for years under other travel conditions; now they are ruins, due to the absence of data which the engineering profession in any other branch of their work would have considered essential. On this subject the "Engineering Record" of March 15 says:

"Without knowing the wear a road has there is absolutely no way of telling whether it is good or bad; only a careful traffic census can determine this. Roads too costly have been constructed in some places; in other places roads unsuited to the traffic have been built. In view of this well known fact it is evident that a traffic census is an essential to economy in nearly all road building. Imagine a bridge designer making plans for a structure without anything more than a rough guess whether it was to be used by steam railways or trolley cars, and we have an idea of the absurdity of proceeding with road building without traffic data. Illinois in 1907, caused to be enu-

merated the travel over the roads at a few important points, and in March, 1912, Highway Engineer Johnson writes: 'I am sure we never collected any data on which I feel that I can place greater reliability than our traffic census data. It has been, all things considered, the most satisfactory investigation that we have attempted.'

MEL DRENNEN SPEAKS OF MOVING DAY

The Honorable Walter Melville Drennen, head of the Overland distribution in this district, yesterday referred to the fact that by motor operations moving day had been robbed of its terrors and that now all householders could feel unafraid to approach that duty of life which has in the past possessed such apprehension. He said:

"No longer is moving day the bugaboo of the man whose business or pleasure requires that he move from city to suburb, or vice versa, or even to another city or town. The nightmarish visions of vexatious delays, broken or scratched or otherwise mutilated furniture is dispelled. He no longer regards moving day as the juncture of the coterie of grim destroyers whose one aim seems to be the reduction of his household goods to a mass of splintered and broken wood and upholstery. The motor truck has solved the problem of moving for him."

"Distance has been annihilated by the power car. A removal of up to 100 miles no longer means a wait of from three or four days to six many weeks for the furniture which has been entrusted to the not too tender mercies of railroad handlers. In fact the man who finds such a removal necessary is no longer beholden to the railroads. The motor truck will carry his belongings the same distance in much less time and deliver them in infinitely better condition than was possible under the old methods. Under ordinary conditions of weather and roads, a load of furniture placed in a motor truck in the morning can be set down at the new location, 40, 50 or even 60 or 70 miles distant the same day. And because the goods are handled only twice—in loading and unloading—they are in no wise injured in the transfer."

PACKARD ORDERS EXCEED FIVE MILLION

Charles Denegre experienced unusual gratification yesterday when he said that Packard through agents had unfilled orders on hand greatly in excess of \$5,000,000.

"The Packard Motor Car company states that it now has on its books a greater volume of new business than ever before. Unfilled orders aggregate today more than \$5,000,000," said Mr. Denegre.

"These orders are for vehicles, not merely sold to dealers. They are for Packards actually sold by dealers to customers."

"The Packard company has two new six-cylinder models a '28' and a '48,' both of which have left drive with electric self-starter and centralized control board. Inquiry letters sent out to all

purchasers of left drive Packards have failed to bring one reply unfavorable to left drive."

MR. MORRIS FELICITATES KING COMFORT

There is perhaps no automobile man in Birmingham that enjoys comfort and attaches himself to it any more than Thomas E. Morris, Jr., of the Cadillac agency. He is forever seeking that delightful condition of life and when yesterday he referred to the refining comforts of the new cars many listened with unusual interest. Mr. Morris observed:

"Complaint is sometimes heard of the yearly improvements in cars, just as though there were something highly suspicious in the fact that all possible refinements were not thought of at the same time."

"Of course, it is the duty of the maker to add improvements as they occur to him, no matter how poignant the pangs of some owners of the masterpieces of yesterday."

"This season witnesses betterments in the vehicle car—the tonneau. It is in the way of extra comfort—greater

roominess, deeper upholstery, lower seats to minimize sideways, and a number of other scarcely less important elements, all tending to make motoring more enjoyable. Larger wheel bases, springs and shock absorbers have been added to regular equipment, emphasizing the tendency to provide the very acme of comfort.

"There is a great difference in motors, the lengthening of the stroke particularly. It had to come and with it four speed transmission.

"Six cylinder engines are firmly in vogue. Most of the important manufacturers are building one or two 'sixes'—another tribute to king comfort."

ALCO MOTOR CHAPEL TO INVADE DESERT

The Highland garage, through Leo Whitehead, vice president, gave out a statement yesterday about a motor chapel built from Alco equipment, which will be used by the Catholics church to invade the western wilderness where churches are exceedingly remote. This is perhaps the most unique method of spreading the gospel

of the prince of peace, but will doubtless prove of great service.

The statement follows:

"The motor propelled church is the latest and most improved mode of carrying religion to the wilderness.

"The first 'motor chapel' ever built in this country will soon enter into duty for the Catholic Church Extension society to supplement the missionary tasks now being performed by railroad chapels. The car was built by the American Locomotive company on a standard two ton Alco chassis at a cost to approximately \$500, and will serve in those sections of the southwest where members of the church are widely scattered on ranches and in settlements. It will penetrate regions that railroads do not reach.

"Starting from Brownsville, Tex., the chapel, in charge of two priests, will work its way along the Rio Grande river westward through the state. It will carry all the religious equipment commonly found in a church.

"The car is known as the Motor Chapel St. Peter. It was presented to the extension society by a member of

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No-Rim-Cut Tires 10% Oversize

No Petty Saving

No petty savings have made Goodyear tires outsell every other.

Rim-cut ruin, which we save, wrecks 23 per cent of all old-type tires.

10 per cent oversize, under average conditions, adds 25 per cent to the tire mileage. And those are but part of the savings.

Remember This

A few years ago, three other tires—combined—outsold the Goodyears by 70 times over.

From that point Goodyears have quickly jumped to the top-most place in Tiredom.

And last year's sales by far exceeded our previous 12 years put together.

This has been done in this day of odometers, when men keep track of tire mileage.

And today's position comes when men have used two million Goodyear tires.

Can't you see that No-Rim-Cut tires, in some way, must give amazing mileage?

Not Our Claims

All tires claim superiority, but that makes none the leader.

Hundreds of thousands of actual users reiterate our claims. That must be so, else Goodyear

tires could never have made this record.

You know that. You must also know that your experience will be like the rest.

Start Right

Start this new season right. Test out No-Rim-Cut tires. See if they save you what they save others.

It will make a big difference on the season's tire cost.

Start judging tires by the cost per mile. Then you will see why No-Rim-Cut tires are the wanted tires today.

Don't buy skimpy tires this season. Don't buy tires that rim-cut. Those are wastes which we avoid. You can see this at a glance.

And the only satisfactory way to end rim-cutting is under our control.

Write for the Goodyear Tire Book—14th year edition. It tells all known ways to economize on tires.

GOODYEAR
AKRON, OHIO
No-Rim-Cut Tires
With or Without Non-Skid Treads

THE GOODYEAR TIRE & RUBBER CO., Akron, Ohio

This Company has no connection whatever with any other rubber concern which uses the Goodyear name.

BIRMINGHAM BRANCH

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Overland



OVERLAND MODEL 997

This Superb Car Equipped With a U. S. L. Self-Starter and Lighting System Is the Car Perfect

The U. S. L. electric self starter is the perfect starter. It responds to the first touch of the operator regardless of climatic conditions. Absolutely reliable. The starter is also a lighting dynamo and furnishes current for all lights and automatically generates and recharges the storage battery. It's the perfect lighting system—economical, reliable and free from all mechanical intricacies.

The U. S. L. Self Starter weighs one-third less than any other high grade starter on the market.

Model 71—45 H. P. 5 passenger Touring Car, fully equipped, top, horns, shield, U. S. L. self starter and lighting system, delivered to you at once. \$1750

Model 69—30 H. P. Roadster or Touring Body, lights, top, shield, horn and tools. F. O. B. \$985

An Offer of Rebuilt and Painted Cars Taken In Exchange for Overlands

These cars have been thoroughly overhauled by factory expert mechanics and every part that showed the first signs of wear or damage have been replaced. They're in the paint shop now and will be ready in a few days. This is a splendid chance for those looking for real rebuilt bargains.

1 30 H. P. 5 passenger Touring car, fully equipped, splendid condition. \$375

1 30 H. P. 2 passenger Roadster, first class condition and fully equipped. A bargain. \$375

1 5 passenger 40 H. P. Overland, overhauled throughout and in perfect condition. \$500

1 40 H. P. 5 passenger fore door 1 1912 20 H. P. touring car, good as touring car, newly painted and thoroughly overhauled; perfect condition. \$650

1 1912 45 H. P. 5 passenger touring car, used only a few months, sold originally for \$1650, overhauled and repainted. A splendid bargain. \$1000

We carry a full stock of the celebrated Goodyear Tires in all sizes. Special prices will obtain during the coming week. Our modern oil and gasoline station open every day except Sunday.

All Autos are Sold Only at the Hardware Dept., 2021 Second Avenue.

DRENNEN-Co.
ALABAMA'S GREATEST DEPARTMENT STORE

To Birmingham Men Only

By R. E. Olds, Designer

Here's a new model of Reo the Fifth
It's my Farewell Car—the final result of my 26 years spent in car building.

It is, by all odds, the greatest car in its class. And thousands know it.

Now I want two hundred men in Birmingham this year to find out this car and tell others about it.

What I Offer

We have no lack of orders. Last year's demand for Reo the Fifth ran twice our factory output. This year's demand will be overwhelming.

But here is one city which forms an exception. And I want to win this city.

So I offer this on every car which goes to Birmingham buyers.

1000 Inspections

I will see that each car, during the making, gets at least a thousand inspections.

The steel in the cars will be analyzed twice—before and after treating.

The gears will be tested in a crushing machine, to prove that each tooth will stand 75,000 pounds.

The springs will be tested for 100,000 vibrations.

The axles and driving parts will be tested for a 45 h. p. engine. That will mean a margin of safety of at least 50 per cent.

Each engine will be tested 20 hours on blocks, and 28 hours in the chassis. Each will get five long continued tests.

I will see that each car which goes into Columbia is an utterly perfect car.

Costly Extremes

These cars will have tires 34x4. They cost \$60 more than some tires used on cars of equal weight, but they will double your average tire mileage.

Each car will have 190 drop forgings, which cost twice as much as steel castings. Drop forgings can't have flaws.

Each car will have 15 roller bearings—11 Timken, 4 Hyatt High Duty. They cost five times as much as the common ball bearings, but they cannot break.

I will use 14 inch brake drums, and 2 inch seven-leaf springs.

I will use a \$75 magnet, to prevent ignition troubles. I will doubly heat each carburetor to deal with low grade gasoline.

I will use in each car a centrifugal pump, which costs \$10 more than a siphon. This insures positive water circulation.

The Finish

I will finish each body with 17 coats, so the finish will endure.

The upholstery will be genuine leather, filled with the best curled hair.

Even the engine will be nickel trimmed. There will be three elec-

tric lights. And the dash lights will be flush.

I will see that every car, in every detail, shows the final touch.

Not all Special

These are not all special features. I am building cars this way.

I have learned by building 60,000 cars that most of these things are essential.

Ideal Center Control

You will also get in Reo the Fifth what no other car can offer—an ideal new center control.

All the gear shifting is done by one small center lever. It is done by moving that lever only three inches in each of four directions. It's as easy as moving the spark lever.

There are no brake levers in the driver's way. Both front doors are clear. Both brakes are operated by foot pedals.

And you get in this car the left side drive, as used this year in the costliest cars.

You will call these features worth \$100 but they cost not a penny extra.

But they add about \$200 to the necessary cost of each car. That I have to make up through factory efficiency.

I promise all of these features. And I promise that every car shipped to Birmingham will be proved to the limit. It will be good as a car as I know how to build. And that will mean to every buyer the lowest cost of upkeep.

An Underprice

I offer these things at a price never approached in a car built this way.

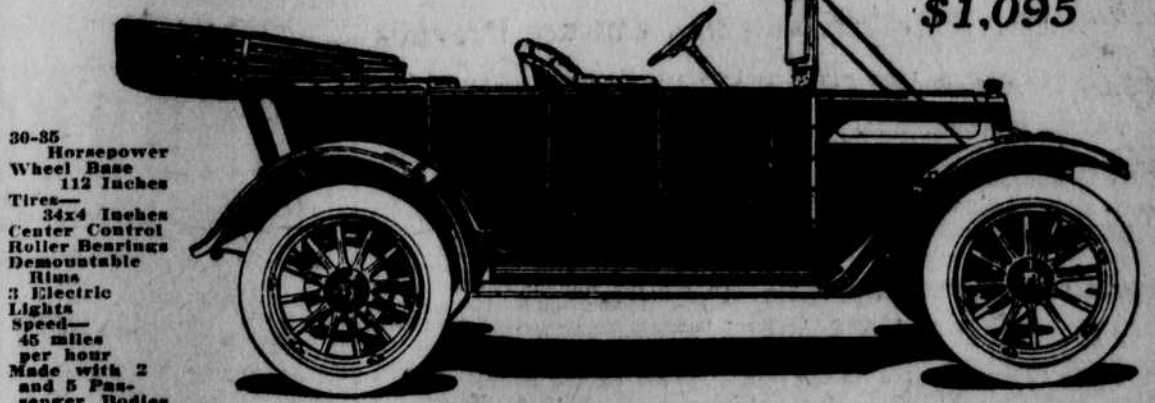
I do this by building only one model, which saves about 20 per cent. I do it in a model factory, and through building all my parts.

Thus, I spend \$200 per car on features which others call extremes, yet I offer this remarkable price.

Never has a car in all the history of motoring offered so much for the money.

Come see this car. We cannot hope to supply half those who want it, but we are going to take care of Birmingham.

Reo the Fifth
The 1913 Series
\$1,095



Top and windshield not included in price. We equip this car with mohair top, side curtains and slip cover, windshield, Prest-o-lite, gas tank, tank for headlights, speedometer, gas self-starter, extra rim and brackets—all for \$100 extra or Gray & Davis lighting and starting system at \$200 extra—or Gray & Davis electric lighting and starting system at \$200 extra.

R. M. Owen & Co. General Sales Agents for **Reo Motor Car Co., Lansing, Mich.**
Coxe Motor Sales Company, 113 S. 21st St., Birmingham, Ala., Distributors for North Alabama.
Sub-Dealers Wanted in Every County. Phone or Write Us for Demonstration.
All Models in Stock Ready for Delivery. **R. L. COXE, Mgr.** **E. W. Chaney in Charge of Service Dept.**